

FEDERAL ACQUISITION INSTITUTE



Category Management and the Acquisition Gateway: The Future of Federal Acquisitions

Acquisition Seminar

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Andrea Azarcon Heller is the Acting Director of the Stakeholder Management Division within the GSA Federal Acquisition Service's Office of Strategy Management. She establishes and leads organizational change management and communications programs to support Office of Strategy Management initiatives. She and her team develops strategies to inform, engage, and drive desired behaviors by working closely with stakeholders, federal agency customers and the acquisition communities. Major initiatives include increasing adoption of the Acquisition Gateway and implementation of Category Management within GSA and across the federal government.

Azarcon Heller began her career as a Contract Specialist with the GSA FAS Integrated Workplace Acquisition Center in 2004. She worked on major projects that promoted the GSA Integrated Workplace Acquisition Center's efforts, including: developing and giving marketing presentations; coordinating trade show efforts; and organizing the tri-annual Quality Partnership Council meetings, which brings together GSA, industry partners, and federal customers to facilitate discussion and communication. She worked with industry partners to market their GSA Schedule Contracts to federal agencies, along with helping customers to answer questions on product/service offerings.

She was also a National Account Manager with the GSA FAS Office of Customer Accounts and Research. She networked and interacted with GS-14, GS-15, SES, and Political Appointee-level customer agency employees to discuss product and service needs and assess them in relation to GSA Schedule offerings. Customer agencies included: the Department of State, the Department of Commerce, and the Department of Justice, the Department of Treasury, the Social Security Administration, and the United States Agency for International Development. She partnered with Federal Acquisition Service portfolios

and business lines on customer opportunities, as well as maintained relationships to foster and grow business with customer agencies.

Azarcon Heller also has prior experience in procurement. She negotiated and helped to award numerous GSA Multiple Award Schedule contracts, has administered contracts by drafting contract modifications, and managed major furniture procurements for clients such as the Department of Homeland Security, the Department of Veterans Affairs, and the Executive Office of the President.

She graduated in 2004 from Drexel University in Philadelphia, PA with a Bachelor of Science degree in Business Administration (concentration: Marketing).

